



Developing a Social Media Policy



Purpose

- Boundaries to protect the integrity of the organization
 - Litigation field day
 - IT security nightmare

Purpose

- Social Media includes, but is not limited to the following:
 - multi media, video sharing, photo sharing
 - Social networking sites, such as Facebook, LinkedIn
 - Blogs and microblogs, such as Twitter
 - wikis
 - websites
 - comment areas on websites

Responsibilities

- Executive leadership
 - executing this policy
- Operations manager
 - ongoing training for employees
- All employees are responsible for following this policy.

Policy

- **Adhere to**
 - Federal law
 - State law
 - Local law
 - policies and guidelines set in the *Employee Advisory Handbook and Guidelines*

Social Media Code of Conduct

- Prohibited statements and materials
 - Defamatory content
 - Racially offensive
 - Discrimination
 - Pornography
 - Personal attacks
 - Illegal activity
 - Promotion of private ventures (services, campaign, political organization)

Social Media Code of Conduct

- Prohibited statements and materials
 - Material that contains vulgar, obscene or indecent language or images.
 - Proprietary and confidential information
 - Material that infringes the copyright of another person

Social Media Code of Conduct

Do not insult or disparage the organization, its products and services, or any employee or municipality, **even if specific names are not mentioned.**

Social Media Code of Conduct

- Restrict personal use of social networks while using the organization's property
 - Desktop computers, laptops, and hand held devices
 - No interference with professional responsibilities
 - Social media games prohibited
- Applies to personally owned devices

Social Media Code of Conduct

- Employee communications on organization owned computers and telecommunications systems
 - not private
 - subject to Freedom of Information Act
 - user computer usage and internet activity subject to review

Social Media Code of Conduct

- Organization issued e-mail addresses and/or bearing the name of, or in association with, the organization
 - created with approval
 - not permitted for the creation or management of personal accounts

Social Media Code of Conduct



[Redacted name]

Repeating the same sentence I just said does not count as valid input or direction to solve a problem #coworker #dumbashell

Monday at 2:36pm Like · Comment

 View all 7 comments



[Redacted name]

The articles on your site proves it again and again, and again and again and again; What a pathetic reporter and paper you really are !!!!

13 minutes ago
1 Like

Like Reply

Accountability

How to keep staff accountable?

Accountability

What happens?

Education

“Google before you tweet.’ is the new ‘Think before you speak.’”

Education

- **Better to ask for *permission* than *forgiveness***
 - Staff Meetings
 - Follow up communication from executive leadership
 - Lunch n' Learn
 - Review policy prior to new hire
 - Include in new hire orientation
 - When in doubt, ask or just don't do it.

Tools for Enforcement

- *Employee Advisory Handbook and Guidelines*
- Gather an acceptance signature from current and future employees.
- Performance review

“Traditional e-mail is dead.”

-Mark Zuckerberg, Facebook